

## Message Text

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PAGE 01 NAHA 00197 110916Z

ACTION EA-12

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R 110700Z MAY 78

FM AMCONSUL NAHA

TO SECSTATE WASH DC 2636

AMEMBASSY TOKYO

USDA WASH DC

UNCLAS NAHA 197

E.O. 11652. N/A

TAGS. BEXP, EPAP, JA

SUBJ. VISIT TO OKINAWA OF EMBASSY AGRICULTURAL ATTACHE

REF. 1977 NAHA 472

1. SUMMARY. FIRST VISIT OF EMBASSY AGRICULTURAL ATTACHE TO OKINAWA SINCE REVERSION MADE MAJOR CONTRIBUTION TO CONSULATE GENERAL'S EFFORTS TO PROMOTE US EXPORTS, BROADEN CONTACTS WITH OKINAWAN COMMUNITY AND TO PUBLICIZE NON-MILITARY ASPECTS OF US INTEREST IN OKINAWA. END SUMMARY.

2. CONGEN GREATLY APPRECIATED AGATT DUDLEY WILLIAMS' VISIT TO OKINAWA APR 24-27. VISIT WAS OF PARTICULAR IMPORTANCE BECAUSE FOOD AND AGRICULTURAL PRODUCTS PRESENTLY CONSTITUTE 75 PERCENT OF US DIRECT EXPORTS TO OKINAWA, EXCLUSIVE OF PETROLEUM, AND

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ARE ONE OF MOST PROMISING AREAS FOR FURTHER EXPANSION OF US EXPORTS. FOLLOWING AMBASSADOR MANSFIELD'S VISIT IN DECEMBER, AGATT VISIT GAVE ANOTHER MAJOR SHOT-IN-THE-ARM TO RECENTLY ESTABLISHED US-OKINAWA TRADE ASSOCIATION, COMPRISED OF IMPORTERS OF US PRODUCTS (REFTEL).

3. HIGHLIGHT OF VISIT WAS AMERICAN FOOD FAIR AT OKINAWA MITSUKOSHI DEPARTMENT STORE WHICH WAS OPENED BY AG ATT, CONSUL GENERAL AND PRESIDENT OF US-OKINAWA TRADE ASSOCIATION. THIS SHOW OF US PRODUCTS, LARGEST ON OKINAWA SINCE REVERSION, FEATURED FOOD DISPLAYS BY 29 UNCLASSIFIED

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ORGANIZATIONS AND FOOD DEALERS. MOST POPULAR WERE THOSE PUT ON SEVEN REPRESENTATIVE ORGANIZATIONS FROM TOKYO-CALIFORNIA ALMOND GROWERS EXCHANGE, CALIFORNIA CLING PEACH ASSN, POULTRY AND EGG INSTITUTE OF AMERICA, US LEGUMES COUNCIL (ZATSUMAME KYOKAI), US MEAT EXPORTERS ASSN, NORBEST TURKEY COMPANY, AND US TURKEY COMPANY. OKINAWAN TV, RADIO AND PRESS GAVE OPENING CEREMONY AND FOOD FAIR ITSELF FAVORABLE PHOTOGRAPHIC AND DESCRIPTIVE PUBLICITY, OF TYPE

SELDOM ACCORDED US ACTIVITIES ON OKINAWA. ACCORDING TO MITSUKOSI, FAIR DREW 30,000 CUSTOMERS DURING SIX-DAY RUN DESPITE BUS STRIKE AND RAN UP SALES OF 11 MILLION YEN (US\$4.1 MILLION AT YEN 220 TO USDOLLAR). SUCCESS OF FAIR HAS LED MITSUKOSHI TO ESTABLISH ONGOING

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SPECIAL AREA FOR DISPLAY OF AMERICAN FOOD PRODUCTS.

4. AGATT GAVE HIGHLY INFORMATIVE TALK ON US AGRICULTURAL EXPORTS TO JAPAN TO US-OKINAWA TRADE ASSOCIATION AT DINNER HELD IN HIS HONOR. ATTACHE ALSO HELD FULL SCHEDULE OF MEETINGS WITH WIDE RANGE OF IMPORTERS, OFFICIALS AND OTHERS INCLUDING OKINAWA FRUIT IMPORTERS ASSN, AGRICULTURAL FACULTY OF UNIV OF RYUKYUS, BEEF IMPORTERS ASSN, CITRUS FRUIT JUICE ASSN, GOJ ANIMAL QUARANTINE STATION, OKINAWA DEVELOPMENT FINANCE CORP. AND CHIEF OF TRADE DIVISION OF GOJ CONSOLIDATED OFFICE ON OKINAWA.

5. VISIT HAS RESULTED IN SIGNIFICANT EXPANSION OF OUR CONTACTS WITH AGRICULTURAL SECTOR OF OKINAWA SOCIETY AND WITH LEADERS OF IMPORTERS' ORGANIZATIONS, ALL OF WHOM WELCOMED THIS FIRST OPPORTUNITY TO EXCHANGE VIEWS WITH A USDA REPRESENTATIVE. VISIT PROVIDED OPPORTUNITY FOR CONSUL GENERAL TO HOST RECEPTION ATTENDED BY DEPUTY GOVERNOR, SENIOR GOJ OFFICIALS RESPONSIBLE FOR IMPLEMENTATION OF LAWS AND PROCEDURES AFFECTING IMPORTS OF US FOOD PRODUCTS, AND SENIOR REPS OF IMPROTTERS ASSOCIATION.

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6. ALL IN ALL, VISIT WAS EXCELLENT EXAMPLE OF HOW VISITING USG OFFICIAL AND POST CAN WORK TOGETHER TO MAXIMIZE BENEFITS BOTH

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FOR SPECIFIC USG PROGRAM OBJECTIVES AND OVERALL US INTERESTS.  
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## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
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